

Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 008077
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COMM/OEWCA/EEAD/MLLEVINE/PAM
APPROVED BY EB/ITP/EWT:USAMUEL
COMM/OEWCA/EEAD/ALJENKENS
COMM/OEWCA/JMGEORGE
COMM/TDAD/JMURRIN
COMM/OD/BEWT/ATDOWNEY
STATE/EUR/TGERTH

-----140022Z 034716 /66

R 132104Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY BUDAPEST

LIMITED OFFICIAL USE STATE 008077

E.O. 11652: N/A

TAGS: EWT, HU

SUBJECT: HUNGARIAN ECONOMIC-TECHNICAL DAYS IN THE U.S.

1. SUMMARY: HUNGARIAN CHAMBER OF COMMERCE (HCC) DELEGATION ACCOMPANIED BY COMMERCIAL COUNSELOR LAKOS CALLED ON DAS DOWNEY AND OTHER BEWT OFFICIALS JAN. 4 TO DISCUSS ECONOMIC-TECHNICAL DAYS IN U.S. GROUP WAS EXTREMELY VAGUE AS TO WHAT THEY EXPECT THE ECONOMIC-TECHNICAL DAYS TO BE AND SEEMED ILL-PREPARED FOR THIS VISIT TO U.S. END SUMMARY.

2. HCC'S FALUDY HANDED BEWT OFFICIALS LIST OF POSSIBLE TOPICS FOR ECON-TECH DAYS WHICH INCLUDED BOTH GENERAL SUBJECTS SUCH HUNGARIAN ECONOMIC POLICY, BANKING AND LICENSING AND EXTREMELY TECHNICAL SUBJECTS SUCH AS
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 STATE 008077

VITICULTURE, OLEPHINE PROCESSING AND VETERINARY HYGIENE. FALUDY SAID HCC WOULD LIKE TO HOLD OPENING CEREMONY IN WASHINGTON OR NEW YORK HEADED BY A MINISTER OR STATE SECRETARY AND FOUR TO TEN LECTURES IN SELECTED CITIES.

DOWNEY STRESSED AGAIN THAT THE GROUP MUST DECIDE WHAT SUBJECTS THEY WANT TO DISCUSS BEFORE CHOOSING THE

CITIES TO VISIT. FOR EXAMPLE, THE LIST INCLUDED NUMEROUS TOPICS THAT MIGHT BE PROMOTED IN SAN FRANCISCO AND YET THAT CITY HAD NOT BEEN MENTIONED AS A PROSPECTIVE SITE. FALUDY SAID THEY WANTED TO CHOOSE THE CITIES FIRST AND EXPRESSED GREAT CONCERN WITH SELECTING AN APPROPRIATE NAME FOR THE EVENTS, DETERMINING WAYS TO ATTRACT PROPER AUDIENCES AND THE PROTOCOL LEVEL OF THE DELEGATION.

3. DOWNEY TOLD DELEGATION THAT HE WAS CONCERNED THAT THE GROUP WOULD NOT HAVE SUFFICIENT TIME TO ADEQUATELY PREPARE SUCH EVENTS WHEN SO MANY BASIC DECISIONS WERE STILL NOT MADE. DETERMINING NAMES AND MARKETING APPROACHES WERE PROBLEMS FOR THE CHAMBER TO DISCUSS WITH THE PUBLIC RELATIONS FIRM THEY CHOSE. HE POINTED OUT THAT THEY WOULD HAVE A PROBLEM ATTRACTING AUDIENCES TO AN EVENT COMBINING A GENERAL TRADE AND ECONOMIC SEMINAR AND HIGHLY SPECIALIZED TECHNICAL PRESENTATIONS. HE SUGGESTED THAT AN ALTERNATIVE APPROACH MIGHT BE TO SEND TECHNICAL SPECIALISTS TO A SERIES OF SCIENTIFIC MEETINGS OVER A YEAR LONG PERIOD WITH A CEREMONIAL TYPE EVENT AT EITHER THE BEGINNING OR END OF THE YEAR BEWT/OEWTD DIRECTOR MURRIN POINTED OUT THAT SUCH AN APPROACH WOULD PROBABLY SUBSTANTIALLY INCREASE THE COSTS, SINCE THE HCC WOULD HAVE TO OBLIGATE THEMSELVES FOR 18 MONTHS WITH A PR FIRM, BUT MIGHT HAVE LONGER TERM RESULTS.

4. FALUDY SEEMED TO EXPECT BEWT TO ASSUME A SPONSORSHIP ROLE FOR THE SEMINARS. WHEN DOWNEY SUGGESTED THAT THE U.S. CHAMBER AND/OR THE HUNGARIAN U.S. ECONOMIC COUNCIL LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 STATE 008077

MIGHT BE AN APPROPRIATE SPONSOR, FALUDY WENT ON AT SOME LENGTH TO STRESS THAT THE HCC IS THE OFFICIAL TRADE PROMOTION ORGAN IN HUNGARY, THAT THE GOH WAS SPONSORING AND FUNDING THE EVENTS AND THAT THE PLANNING SHOULD BE DONE ON A GOVERNMENT TO GOVERNMENT LEVEL. DOWNEY'S EXPLANATIONS THAT USDOC COULD NOT SPONSOR SUCH EVENTS APPEARED TO FALL ON DEAF EARS.

5. COMMERCIAL COUNSELOR LAKOS SEEMED TO AGREE WITH BEWT OFFICIALS AND KEPT STRESSING THAT THE HUNGARIANS NEEDED TO ORGANIZE THEIR IDEAS BETTER BEFORE GOING ANY FURTHER. FALUDY WAS OBVIOUSLY THE DECISION MAKER IN THE GROUP, HOWEVER, FOR AFTER CONCLUSION OF THE MEETING HE INFORMED BEWT HUNGARIAN DESK OFFICER THAT AS A RESULT OF THE MORNING'S DISCUSSION, THE DELEGATIONS

WOULD NOW VISIT SAN FRANCISCO AS WELL AS CHICAGO, DALLAS AND NEW YORK.

6. COMMENT: AS HUNGARIANS EXPLAINED THE CONCEPT TO BEWT, THE ECONOMIC-TECHNICAL DAYS ARE TO BE AN IMAGE-BUILDING EXERCISE. THUS, USING A U.S. PUBLIC RELATIONS FIRM IS A GOOD APPROACH. HOWEVER, HCC SEEMS EXTREMELY DISORGANIZED IN THEIR PLANNING. WE ARE HOPEFUL THAT THE DELEGATION WILL HAVE A BETTER IDEA OF HOW IT IS GOING TO HANDLE THESE EVENTS AFTER ITS TOUR IN THE U.S. SINCE THE DELEGATION WILL NOT BE RETURNING TO WASHINGTON, EMBASSY MAY WISH TO CONTACT FALUDY ON HIS RETURN TO GET HIS LATEST THINKING ON SUBJECT. EMBASSY SHOULD STRESS TO HIM THAT DOC'S ROLE IN THESE EVENTS WILL, OUT OF NECESSITY, HAVE TO BE LIMITED TO FACILITATION RATHER THAN DIRECT SPONSORSHIP. WITHIN THOSE LIMITATIONS, WE WILL TRY TO BE AS HELPFUL AS POSSIBLE.

KISSINGER

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE, DIPLOMATIC DISCUSSIONS, VISITS, MEETING REPORTS, TECHNOLOGICAL EXCHANGES
Control Number: n/a
Copy: SINGLE
Sent Date: 13-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE008077
Document Source: CORE
Document Unique ID: 00
Drafter: OEWCA/EEAD/MLLEVINE/PAM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770013-1248
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770154/aaaabveh.tel
Line Count: 130
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 510805da-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3604250
Secure: OPEN
Status: NATIVE
Subject: HUNGARIAN ECONOMIC-TECHNICAL DAYS IN THE U.S.
TAGS: EEWT, HU, US
To: BUDAPEST
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/510805da-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009